



**भारतीय प्रबंध संस्थान रोहतक**

**INDIAN INSTITUTE OF MANAGEMENT ROHTAK**

मैनेजमेंट सिटी, दक्षिण बायपास, NH 10, सुनारिया, रोहतक, हरियाणा, भारत-124010  
Management City, Southern Bye Pass, NH 10, Sunaria, Rohtak, Haryana, India-124010

**Sub - Welcome to the Online Executive Education Programme in Supply Chain and Logistic Management Applied Digital Transformation & Analytics**

Dear Participants,

Greetings from IIM Rohtak!

Indian Institute of Management Rohtak welcomes you to the 50-hour online course on 'Supply Chain and Logistic Management Applied Digital Transformation & Analytics'.

As scheduled, the programme will commence on April 23, 2023 and will culminate on August 13, 2023.

The programme has been designed by the experienced and learned faculty of IIM Rohtak with an objective to enable business professionals to interpret a real-world problem and make informed decisions. The program aims to impart essential knowledge of several basic as well as advanced supply chain management techniques to the participants by engaging them in hands-on case studies and scenarios in real business contexts.

We believe that this programme is going to take the participants through a unique learning experience in the coming weeks.

The Information brochure comprising programme objectives, day-wise session schedule and faculty profile is being shared with you.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,  
IIM Rohtak



# Indian Institute of Management Rohtak

## Online Executive Education Programme in Supply Chain and Logistic Management Applied Digital Transformation & Analytics

### Executive Education

**Faculty In-charge**  
Prof. Peeyush Pandey  
and Prof. Aditya K Sahu



## Course Objectives

Supply Chain Management enables an organization to look very closely at all possible avenues both intra and inter-company, of reducing costs from all functions and processes; keeping always, the customer in focus. Effective supply chain management uncovers waste in all its forms at all the levels, addresses squarely the bottlenecks and inefficiencies and comes up with responsive and low-cost solutions. Successful global businesses like Wal-Mart, Toyota and Dell Computers have established nearly unassailable positions in the world markets through Supply Chain excellence.

This course is designed to expose participants to the challenges involved in managing supply chains and enable them to understand the complexity of inter-firm and intra-firm coordination

**Indian Institute of Management Rohtak**

**eMDP on “Supply Chain and Logistic Management Applied Digital Transformation & Analytics” Batch 03**

**Program Schedule: April 23, 2023 – August 13, 2023 (Session Time: 08.45 AM - 11.35 AM)**

| <b>Sessi<br/>on<br/>No.</b>   | <b>Date</b>              | <b>Topic</b>  | <b>Cases/Readings</b>   | <b>Reading</b>   | <b>Faculty Name</b> |
|---|--------------------------|---|---|--|---------------------|
| <b><u>Module 1: Introduction and a strategic view of supply chains</u></b>  |                          |   |   |  |                     |
| 1-2   | Sunday, 23<br>April 2023 | Introduction to Case Pedagogy   | Kanpur Confectioneries Private Limited (A), by M R Dixit and Vandana Dixit, IIM A Case reference number: BP0268(A)  |  | Dr. Vaneet Bhatia   |
| 3-4   | Sunday, 30<br>April 2023 | Supply Chain Drivers and Metrics, Performance analytics                                 | Will be shared by the expert/faculty before the session   |  | Industry Expert     |
| <b><u>Module 2: Planning and Managing Inventories in A Supply Chain</u></b> |                          |   |   |  |                     |
| 5-6   | Sunday, 07<br>May 2023   | Inventory Management for long Life cycle product  | Will be shared by the expert/faculty before the session   |  | Guest Faculty       |
| 7-8   | Sunday, 14<br>May 2023   | Managing Inventory under uncertainty and stochastic Demand and Lead time                | Managing Inventories at ALKO  | Chapter 12: Managing uncertainty in supply chain, Chopra & Meindl  | Dr. Ashwani Kumar   |
| 9-10  | Sunday, 21<br>May 2023   | Inventory Management for Short Life cycle product                                       | XYZ Minerals Company (IIMA)   |  | Dr. Ashwani Kumar   |
| <b><u>Module 3: Role of information in Supply Chain</u></b>                 |                          |   |   |  |                     |
| 11-12   | Saturday, 27<br>May 2023 | Supply Chain Anomalies: Bullwhip Effect, Double Marginalization etc.                    | Case: Health Pharma: managing supply chain (Emerald Emerging Markets Case Studies)  | The Bullwhip Effect in Supply Chains ( <a href="https://sloanreview.mit.edu/wp-content/uploads/1997/04/633ecdb037.pdf">https://sloanreview.mit.edu/wp-content/uploads/1997/04/633ecdb037.pdf</a> ) | Dr. Aditya Sahu     |
| <b><u>Module 4: Planning and Control of Supply and Demand</u></b>           |                          |   |   |  |                     |
| 13- 14  | Sunday, 28<br>May 2023   | Demand Forecasting: Quantitative Techniques   | <a href="https://www.aspiresys.com/WhitePapers/demand-planning-and-forecasting-planning.pdf">https://www.aspiresys.com/WhitePapers/demand-planning-and-forecasting-planning.pdf</a> |  | Dr. Aditya Sahu     |
| 15-16   | Sunday, 04<br>June 2023  | Aggregate Planning in Supply Chain  | Case: -Erin’s Energy Plan   |  | Dr. Amol Singh      |
| <b><u>Module 5: Planning and Managing of Logistics Operations</u></b>       |                          |   |   |  |                     |
| 17- 18  | Sunday, 11<br>June 2023  | Vehicle Routing Decisions   | School Chaley Hum: Optimizing Students' Commute to KPS, Ivey Publishing   |  | Dr. Anurag Tiwari   |
| 19- 20  | Sunday, 18<br>June 2023  | Transportation modes and Transportation Network, Data-driven supply chain and logistics | Solution plus, Supply chain design  |  | Dr. Anurag Tiwari   |
| <b><u>Module 6: Supply Chain Network Design</u></b>                         |                          |   |   |  |                     |

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|--------|------------------------|--|--|---|--------------------|
| 21- 22 | Saturday, 24 June 2023 | Designing Distribution Networks            | Supply Chain of a dairy Firm   |   | Dr. Amol Singh     |
| 23- 24 | Sunday, 25 June 2023   | Framework and Models of Network Design     | Sc Consulting, Dryice Inc  |   | Dr. Amol Singh     |
| 25- 26 | Sunday, 02 July 2023   | Network Design Under Uncertain Environment | Designing the production network at coolwipes, Managing growth at sportstuff.com | Chapter 5, Chopra, S., Meindl, P., & Kalra, D. V., Supply Chain Management by Pearson. Pearson Education India. | Dr. Peeyush Pandey |

**Module 7: Managing Cross-Functional Drivers in a Supply Chain**

|        |                        |  |   |   |                     |
|--------|------------------------|--|---|---|---------------------|
| 27- 28 | Sunday, 09 July 2023   | Sourcing Decisions: Supplier Selection,                                    | AHP-based approaches for supplier evaluation: Problems and perspectives, Journal of Purchasing and Supply management, Vol. 18, PP 159-172. (2012) | Chapter 15: Sourcing decisions in supply chain, Chopra & Meindl | Dr. Ashwani Kumar   |
| 29-30  | Sunday, 16 July 2023   | Sourcing Decisions: Optimal Procurement Policies, Global Sourcing Strategy | Will be shared by the expert/faculty before the session   |   | Industry Expert     |
| 31- 32 | Saturday, 22 July 2023 | Pricing Analytics and Revenue Management in a Supply Chain                 | Text book case. Will be shared before the session.  |   | Dr. Akanksha Saxena |

**Module 8: Advances in Supply Chain**

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|--------|------------------------|--|---|---|--|
| 33- 34 | Sunday, 23 July 2023   | Developing Sustainable Supply Chain  | AHP-based approaches for supplier evaluation: Problems and perspectives, Journal of Purchasing and Supply management, Vol. 18, PP 159-172. (2012) | Chapter 15: Sourcing decisions in supply chain, Chopra & Meindl   | Dr. Ashwani Kumar                      |
| 35- 36 | Sunday, 30 July 2023   | Channel Coordination through Supply Chain Contracts  | Health+: A Clean Entry to Big Mart  | Chapter 10, Chopra, S., Meindl, P., & Kalra, D. V., Supply Chain Management by Pearson. Pearson Education India.  | Dr. Peeyush Pandey                     |
| 37-38  | Sunday, 06 August 2023 | Digital Supply Chain Strategy and Transformation, The role of Technology and its applications to Digital Supply Chains |   | Critical success factors influencing artificial intelligence adoption in food supply chains, International Journal of Production Research, DOI: 10.1080/00207543.2021.1959665 | Dr. Ashwani Kumar                      |
| 39-40  | Sunday, 13 August 2023 | Project Presentation   |   |   | Dr. Aditya Sahu/<br>Dr. Peeyush Pandey |

Note: 1. Each class will be of 2 hours 30 minutes duration (two sessions of 75 minutes each), \* In case in campus sessions are possible, the dates for session 37-40 will be communicated well in advance. Otherwise the last two sessions will be held as per given schedule.

Note 2: Participants may please note that attendance and project participation are compulsory elements for completing the certification process. Attendance with video camera on is compulsory

## Faculty Profiles



**Dr. Amol Singh** is a faculty in the area of Operations Management at IIM Rohtak. He did his Ph.D in Industrial Engineering from Indian Institute of Technology, Roorkee in 2006. He received MHRD fellowship for full time Ph. D. Research work at IIT Roorkee. His teaching interests are Project Management, Project Planning & Control, Operations Management, and Quantitative Techniques. He has conducted several long duration e-MDP programmes on Project Management & Project Management with Microsoft Project and MDP programmes on Operations & Supply chain Management. He has published several research papers in International Journals and conferences. His research work appeared in International Journals like, International Journal of Project Management, International Journal of Knowledge Management, Benchmarking an International Journal, Journal of Multi-criteria decision Analysis, Journal of Cleaner Production, International Journal of Integrated Supply Management, International Journal of Disaster Risk Reduction, Competitiveness Review, Journal of Purchasing and Supply Management, Journal of Modelling in Management, The International Journal of Advanced Manufacturing Technology Procedia Engineering, International Journal of Modelling in Operations Management, International Journal of Simulation Modelling, etc. and in International Conferences like POMS, MATADOR., DAAAM, SIMTECH etc.



**Dr. Peeyush Pandey** is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from the Indian Institute of Management Indore. Prior to his doctoral degree, Dr. Pandey has completed his M. Tech. in Industrial Management from Indian Institute of Technology, BHU, Varanasi. He holds a B. Tech degree in Computer Science from Krishna Institute of Engineering and Technology, Ghaziabad. His research articles, book chapters and case studies are published in many peer reviewed journals.



**Dr. Aditya Kumar Sahu** is an Assistant Professor in the Operations Management area at the Indian Institute of Management (IIM) Rohtak. He has finished his PhD in the area of Operations Management & Decision Sciences from IIM Kashipur. He completed his Master's degree in Industrial Engineering and Management from the Indian Institute of Technology (Indian School of Mines), Dhanbad in 2016. He also holds a Bachelor of Engineering degree in Electronics and Telecommunication engineering. He is passionate about deploying better operations inside the factory using effective tools and techniques to satisfy the customer's requirements. He has scholarly publications in various reputed international journals such as Production Planning & Control, Journal of Cleaner Production and Australasian Marketing Journal. He has also reviewed several articles for reputed journals.



**Dr. Anurag Tiwari** is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. Before joining IIM Rohtak, he has served as a faculty in Symbiosis Institute of Business Management at Symbiosis International University, Nagpur. He worked as a Post-Doctoral Fellow in Industrial Engineering and Management at Yuan Ze University, Taiwan. He did his Ph.D. in Information Management from Yuan Ze University Taiwan in 2016. He also has a B.Tech. in Electronics and Communication from Uttar Pradesh Technical University. His areas of research interest have been Supply Chain Management, Logistics Management, Optimization, Scheduling and Evolutionary Search Method. He has published articles in journals and conferences of international repute.



**Dr. Ashwani Kumar** is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has awarded doctorate in operations management from Department of Management Studies, IIT Roorkee, Roorkee, India. He was awarded MHRD fellowship for doctoral Program. He has completed Masters in Production and Industrial Engineering. He has five years of experience in academics. He has published more than 15 research papers in reputed journals and conferences encompassing A\*/A in ABDC, SCI, SSCI, ABS, Scopus, and ESCI indices. He is also reviewer of many reputed journals.



**Dr. Vaneet Bhatia** holds PhD from the Indian Institute of Management Raipur in the area of Finance. He is an MBA in Banking & Insurance from the University Institute of Applied Management Sciences, Panjab University, Chandigarh. He secured the third rank in his MBA. He is UGC-JRF in Management, SAS base certified programmer and has qualified JAIIB. He is currently pursuing actuarial sciences from the Institute of Actuaries of India.

Dr Bhatia has close to 7 years of teaching and industrial experience. Before joining IIM Rohtak, Dr Bhatia worked with the Jindal School of Banking & Finance for about 5 years. He also worked as a probationary officer in Vijaya Bank (now Bank of Baroda) for 2 years. His research interests fall under the domain of corporate finance and financial economics. He has published several papers in peer-reviewed national and international journals.



**Dr. Akanksha Saxena** is a Visiting Assistant Professor in the area of Finance and Accounting. Before joining IIM-Rohtak, she was working with IBS Hyderabad as Assistant Professor in the department of Finance and Accounting. She has completed her B-Tech from Maharishi Dayanand University, Rohtak and her Master of Business Administration from Indraprastha University, New Delhi. She is UGC-NET certified in Management and is a Ph.D. from IFHE University, Hyderabad. Before joining the doctoral programme in IBS Hyderabad, she had been working with HDFC Bank as a Relationship Manager in Mumbai/Pune. Her Ph.D. area is focused on debt structure and firm life cycle. She has five research articles published in reputed listed journals such as Journal of Retailing and Consumer Services (ABDC - A), International Journal of Managerial Finance (ABDC A), Applied Finance Letters (ABDC - B), Indian Journal of Economics (ABDC - B), and others. Her area of research is corporate finance, behavior finance, and asset pricing. She is currently working on research projects related to organization capital, firm life cycle, and sustainable finance, among others.